



CROP...Line

Creative Research Original Products

A Growing Newsletter

The "HOOK BOOK"

NL#7

Well, the season is about over and everyone will be trying to catch up on 'old chores.'

So while the land is resting (and hopefully you as well), Cropline is also going to change to a fall/winter mode and run some articles on Hook's multiple functions.

If you have seen our new Hook brochure, you may remember the big WHY? Hook inside. And by the way, if you do not have a brochure and would like one, please call or email and we will be happy to mail you one!

In these articles we hope to explain the Why? and change it to a GET! Hook. We call the series... 'The Hook Book' of course ...and we hope it will be informative.

So put your feet up, get comfortable, and read on...

Chapter One...

Hook – The Objective

The objective of a spreader-sticker is increasing the ability of a wide range of pesticides to do its job... better. Some of these possible physical changes are: the reduction of surface tension, sticking properties, cohesion and adhesion of some molecules on different molecule types.

In order to reduce the surface tension of water ----make the water wetter, so it will spread better, an anionic surfactant is used. Since most plant surfaces contain a waxy cuticle, this reduced tension allows the spray solution to be absorbed in places where it otherwise would not. This is important so that the pesticide stays in contact with the leaf surface maintaining its efficiency. Here, Hook performs as an anionic surfactant.

Now a sticker or sticking may be described as the force which holds molecules to the leaf surface. This sticking is enhanced by the nature of the fatty acid-amine surfactant generated. The complex formed carries a positive charge and is attracted to a negative charge on the plant leaf. Hook contains a phenolic resin that acts as a sticker on the plants surface..

Succinctly, Hook is a zwitterionic (nonionic, anionic, and a cationic) surfactant). Hook, because of its three modes of action, looks at the pH of solution and then adapts to the type of pesticide and spray solution used.

Why? that means Hook is a new generation spreader, sticker, activator and penetrant---
unlike anything else on the market! GET HOOK!

Remember: Add HOOK Last" to the Spray Tank.

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